

ADVERTISEMENT



LEADING WOMEN'S MAGAZINE moving to Palmolive Building. Mr. Edmund Carrington, Western Manager of "Delineator," is here signing the lease which will locate his staff in "the new advertising capitol" of Chicago. Many other publications are wisely following his example. In fact, the building at this date is over half rented.

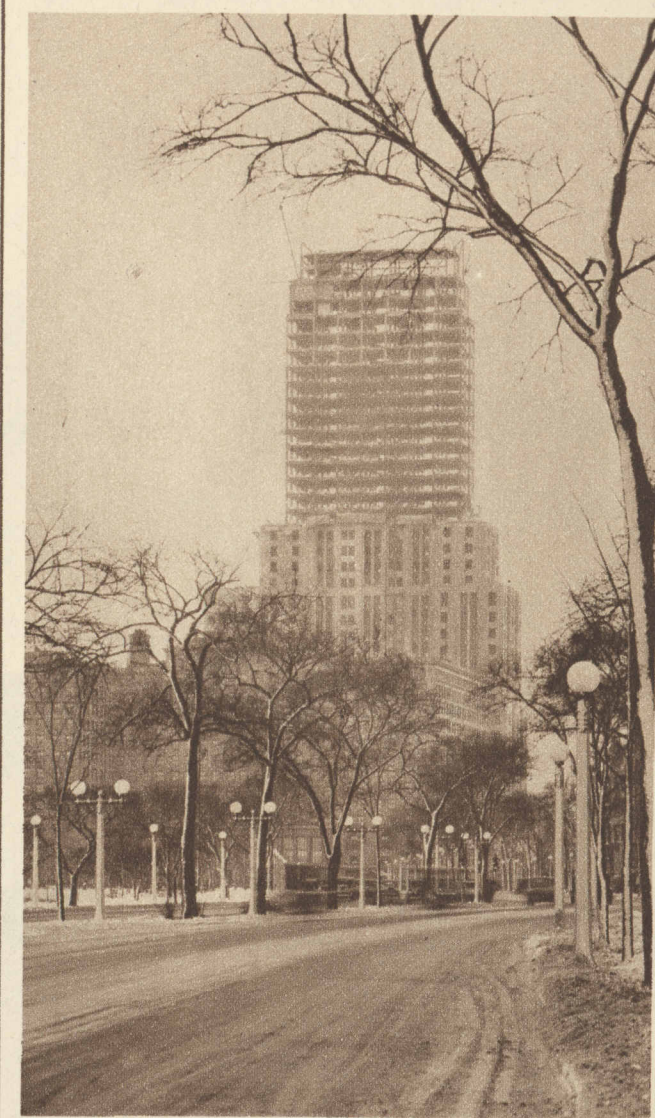
ADVERTISEMENT

## Big Business Is Moving North



BROR G. DAHLBERG, DYNAMIC PRESIDENT OF THE CELOTEX COMPANY, approves the office arrangements of the several floors which his company will occupy in the Palmolive Building. Left to right: C. G. Rhodes, Treasurer, and T. B. Munroe, Vice-President, Celotex Company; Mr. Dahlberg, and Carl E. Olin of Ross & Browne, Renting and Managing Agents for this towering structure.

ADVERTISEMENT



MONUMENTAL ENTRANCE TO CHICAGO'S BUSINESS DISTRICT—the Palmolive Building. Tenants who live North will be able to reach their offices quickly, without wasting valuable time in the usual morning jam around the Loop's edges. Imagine the magnificent views of Loop, lake, parkway and city which will be enjoyed by the fortunate tenants of offices in this new building!



THE IRON BANDS OF THE LOOP ARE BROKEN. This recent airplane view shows clearly the steady march Northward of office structures, North on Michigan, over the river, to the Palmolive Building, rising at the corner "where Michigan Avenue becomes Lake Shore Drive."



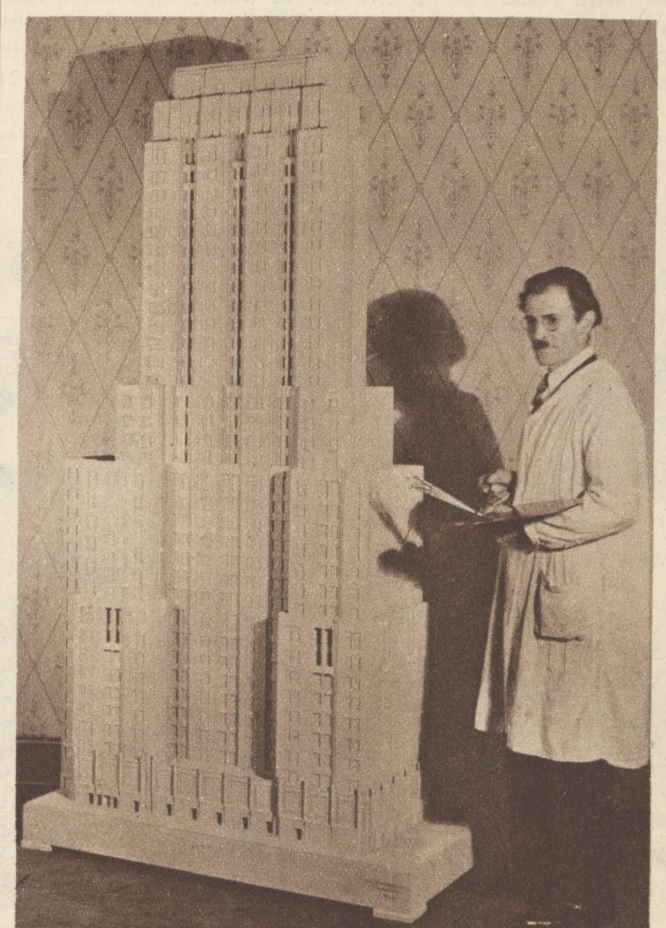
WALKING DOWN TO WORK. Dr. Otho F. Ball, publisher of "Modern Hospital" and "Nation's Schools," knows well the value of a brisk morning constitutional. Shown leaving his home in Ritchie Court, a six minute walk down Lake Shore Drive will bring him to the Palmolive Building, where, after April 1st, his publications will be officed. "Live near your office, work near your home" can now become a reality for executives living on the Near North Side.



TREASURING "THAT SCHOOLGIRL COMPLEXION" will be easier for Ruth Leonard and Frieda Constance Cook, two Colgate-Palmolive-Peet Co. employees, when, after April 1st, their company moves its offices Northward to the new structure. Assurance of day-long daylight, sootless, dustless surroundings, are powerful aids to big business in attracting the better type of office worker.



LIKE A GERMAN MOVIE—this distorted camera-view of the Palmolive Building, rising 37 stories (468 feet) above the corner of North Michigan Avenue at Walton Place. Note the series of six "set-backs" which will forever assure tenants of ample day-long daylight, no matter how tall the structures which may in the future be built around it.



JULES BELASTO MAKES MODELS—in wood. This one, of the Palmolive Building, is nine feet high, modeled exactly to scale, and took two months to complete. His daughters, Margaret, Theresa and Stephanie, assist him after school hours. "It keeps them out of mischief," says their talented, internationally known father.